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## CLAIMS APPENDIX

1. (Currently Amended) A system for exposing Internet users to advertisements together with the distribution of media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

a processor;

a memory device coupled to the processor; and

software ~~means~~ operable on the processor and memory device ~~for~~ to cause the system to:

~~maintaining~~ maintain a database of syndicated media content, wherein the syndicated media content is subject to distribution restrictions ~~database includes information representative of syndication broadcast agreements;~~

~~obtaining~~ obtain a user specific set of data prior to distributing a media package to an Internet user, wherein the user specific set of data includes localizing data;

~~selecting~~ select a number of advertisements from a data bank containing a plurality of advertisements based on the localizing data of the user specific set of data ~~in relation to the information representative of syndication broadcast agreements~~ and the syndicated media content distribution restrictions; and

~~combining~~ combine the selected number of advertisements with a requested set of syndicated media content to form the media package.

2. (Currently Amended) The system of claim 1 wherein the software ~~means~~ is further operable ~~for distributing~~ to distribute the media package to the Internet user.

3-4. (Cancelled)

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5. (Currently Amended) The system of claim [[4]] 1 wherein the set of syndicated media content is selected from the group consisting of syndicated radio content, syndicated print content, and syndicated television content.

6. (Currently Amended) The system of claim 1 wherein combining the selected number of advertisements with a requested set of syndicated media content includes combining the selected number of advertisements in a manner such that the selected number of advertisements are displayable as a number of frames on an Internet site.

7. (Original) The system of claim 1 wherein selecting the number of advertisements includes selecting at least one advertisement having a link to a website sponsoring the at least one advertisement.

8. (Currently Amended) The system of claim 1 wherein combining the selected number of advertisements with a requested set of syndicated media content includes combining the selected number of advertisements in a manner such that the selected number of advertisements are displayable during a number of breaks in the requested syndicated media content.

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9. (Currently Amended) A system for exposing Internet users to advertisements together with the distribution of media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

a processor;

a memory device coupled to the processor; and

software means operable on the processor and memory device ~~for~~ to cause the system to:

~~maintaining~~ maintain a database of syndicated content, wherein the syndicated content is subject to distribution restrictions represented in the database ~~includes information representative of geographic syndication broadcast agreements;~~

~~obtaining~~ obtain a user specific set of data, including localizing data, prior to distributing a media package;

~~selecting~~ select a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data in relation to the distribution restrictions of the syndicated content ~~information representative of the geographic syndication broadcast agreements;~~

~~combining~~ combine the selected number of advertisements with a requested set of media content to form the media package; and

~~distributing~~ distribute the media package.

10. (Original) The system of claim 9 wherein obtaining a user specific set of data, including localizing data, includes obtaining the localizing data from a positioning system having location information on a mobile Internet user.

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11. (Original) The system of claim 9 wherein obtaining a user specific set of data, including localizing data, includes obtaining the user specific set of data from an Internet Service Provider (ISP).

12. (Original) The system of claim 9 wherein obtaining a user specific set of data includes a user specific set of data consisting of user demographic data, user physical data, and user psychographic data.

13. (Currently Amended) The system of claim 12 wherein the software ~~means~~ is further operable ~~for selecting to select~~ to select the number of advertisements ~~is operable~~ as a collaborative filter ~~for to~~ relationally ~~selecting~~ select the number of advertisements based on the user specific set of data.

14. (Original) The system of claim 9 wherein obtaining the user specific set of data includes querying a computer being used by the Internet user to receive Internet content and retrieving the user specific set of data therefrom.

15. (Original) The system of claim 9 wherein combining the selected number of advertisements with a requested set of media content includes combining the selected number of advertisements with a set of syndicated media content.

16. (Original) The system of claim 15 wherein the set of syndicated media content is selected from the group consisting of syndicated radio content, syndicated print content, and syndicated television content.

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17. (Original) The system of claim 9 wherein selecting the number of advertisements includes selecting a number of advertisements appropriate for a given time frame.

18. (Original) The system of claim 17 wherein selecting a number of advertisements appropriate for a given time frame includes allowing subsequent advertisements from a common originator to supersede prior advertisements.

19. (Currently Amended) A system for exposing Internet users to advertisements, comprising:

a processor;

a memory device coupled to the processor; and

software means operable on the processor and memory device for:

maintaining a database of information representative of distribution restrictions ~~syndication agreements~~ for syndicated media content;

obtaining a user specific set of data, including localizing data, prior to distributing a media package to an Internet user;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data and the information representative of the ~~syndication agreements~~ distribution restrictions for the syndicated media content;

combining the selected number of advertisements with a requested set of syndicated media content to form the media package; and

distributing the media package to the Internet user, wherein the requested set of syndicated media content includes a set of media content which has been previously

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distributed.

20. (Original) The system of claim 19 wherein obtaining a user specific set of data, including localizing data, includes obtaining the user specific data set of data from a data bank containing a plurality of driver's license information.

21. (Original) The system of claim 19 wherein obtaining a user specific set of data, including localizing data, includes obtaining the user specific set of data from a data bank containing a plurality of credit card holder information.

22. (Original) The system of claim 19 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements from a group consisting of regional advertisements and national advertisements.

23. (Original) The system of claim 19 wherein selecting a number of advertisements from a data bank includes selecting the advertisements from a data bank maintained by a group consisting of a national syndicated show producer, a regional broadcasting station, and an advertisement producer.

24. (Original) The system of claim 19 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements created from a number of sources, the number of sources consisting of an audio/video advertisement producer, a print media advertisement producer, and an Internet advertisement producer.

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25. (Currently Amended) A system for exposing Internet users to advertisements together with the distribution of syndicated media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

a network including a regional broadcast station, an advertisement producer, a national producer of syndicated media content, and an Internet site adapted to distributing syndicated media content;

a server, having processor and memory capabilities, operatively coupled to the network; and

software means operable on the server and network for:

maintaining a database of information representative of distribution restrictions of syndication broadcast agreements for the syndicated media content;

obtaining localizing data on an Internet user, prior to distributing syndicated media content to the Internet user;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the obtained localizing data and the distribution restrictions of ~~information representative of~~ the syndication broadcast agreements for the syndicated media content;

combining the selected number of advertisements with a set of syndicated media content to form a media package; and

distributing the media package to the Internet user.

26. (Currently Amended) The system of claim 25 wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the localizing data and the information representative of the distribution restrictions of syndication broadcast agreements for the syndicated media content.

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27. (Original) The system of claim 26 wherein the appropriate group of advertisements includes advertisements selected from the group consisting of regional advertisements and national advertisements.

28. (Original) The system of claim 25 wherein the set of syndicated media content includes a set of media content that has been previously distributed.

29. (Original) The system of claim 25 wherein obtaining localizing data on the Internet user includes obtaining the localizing data from a positioning system having location information for a mobile Internet user.

30. (Currently Amended) A method of exposing Internet users to specific advertisements, comprising:

- maintaining a database of information representative of distribution restrictions of syndication broadcast agreements;

- obtaining a user specific set of data prior to distributing a media package;

- selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data and the information representative of distribution restrictions of syndication broadcast agreements;

- combining the selected number of advertisements with a requested set of media content to form the media package; and

- distributing the media package.

31. (Original) The method of claim 30 wherein obtaining the user specific set of data includes obtaining a set of localizing data for an Internet user.



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32. (Original) The method of claim 30 wherein obtaining the user specific set of data includes obtaining demographic data for an Internet user.

33. (Original) The method of claim 30 wherein selecting the number of advertisements includes selecting a number of geographically tagged advertisements.

34. (Original) The method of claim 30 wherein combining the selected number of advertisements with a requested set of media content to form the media package includes integrating the number of advertisements with the requested set of media content.

35. (Original) The method of claim 30 wherein combining the selected number of advertisements with a requested set of media content to form the media package includes providing links to other Internet sites, embedded in the media package, for allowing the Internet user to visit other Internet sites to learn more information relating to the number of selected advertisements.

36. (Original) The method of claim 30 wherein obtaining a user specific set of data includes requiring an Internet user to supply the data.

37. (Original) The method of claim 30 wherein obtaining the user specific set of data includes accessing a computer being used by an Internet user to receive Internet content and retrieving the user specific set of data therefrom.

38. (Original) The method of claim 30 wherein obtaining the user specific set of data includes obtaining the user specific set of data from an Internet Service Provider (ISP).

39. (Currently Amended) A method of exposing an Internet user to advertisements together with the distribution of requested media content, comprising:

obtaining a user specific set of data, including localizing data, prior to distributing a media package; and

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes:

maintaining a database of information representative of syndication broadcast ~~agreements~~ agreement distribution restrictions;

selecting an appropriate geographic group of advertisements based on the obtained localizing data and to the information representative of syndication broadcast ~~agreements~~ agreement distribution restrictions;

combining the selected number of advertisements with a requested set of media content to form the media package; and

distributing the media package to an Internet user.

40. (Original) The method of claim 39, wherein selecting the number of advertisements includes selecting a number of advertisements appropriate for a given time frame.

41. (Original) The method of claim 39 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements from a group consisting of regional advertisements and national advertisements.

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42. (Original) The method of claim 39 wherein selecting a number of advertisements from a data bank includes selecting the advertisements from a data bank maintained by a group consisting of a national syndicated show producer, a regional broadcasting station, and an advertisement producer.

43. (Original) The method of claim 39 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements created from a number of sources, the number of sources consisting of an audio/video advertisement producer, a print media advertisement producer, and an Internet advertisement producer.

44. (Original) The method of claim 39 obtaining a set of user specific data, including localizing data, includes obtaining the localizing data from a positioning system having location information on the Internet user.

45. (Currently Amended) A method for exposing Internet users to advertisements, comprising:

maintaining a database of information representative of ~~syndication agreements for~~ media content distribution restrictions;

obtaining a set of user specific set of data, including localizing data, prior to distributing a media package;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data and the information representative of the ~~syndication agreements for~~ the media content distribution restrictions;

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combining the selected number of advertisements with a requested set of media content to form the media package; and

distributing the media package, wherein the requested set of media content includes a set of media content which has been previously distributed.

46. (Original) The method of claim 45 wherein combining the selected number of advertisements with a requested set of media content includes combining the selected number of advertisements with a set of syndicated media content.

47. (Currently Amended) A method for exposing Internet users to advertisements together with the distribution of syndicated media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

maintaining a database of information representative of ~~syndication broadcast agreements~~ distribution restrictions for syndicated media content;

obtaining localizing data on an Internet user requesting syndicated media content;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the obtained localizing data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data and the information representative of the ~~syndication broadcast agreements~~ distribution restrictions for the syndicated media content;

combining the selected number of advertisements with a requested set of syndicated media content to form a media package; and

distributing the media package to the Internet user.

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48. (Currently Amended) A method for exposing Internet users to advertisements together with the distribution of syndicated media content ~~in a manner which is germane to conventional syndicated broadcast agreements~~, comprising:

maintaining a database of ~~information representative of syndication broadcast agreements~~  
distribution restrictions for syndicated media content;

obtaining localizing data on an Internet user requesting syndicated media content; and

determining an appropriate source for distributing a media package, the media package including the requested media content and an appropriate geographic group of advertisements based on the obtained localizing data and the ~~information representative of the syndication broadcast agreements~~ distribution restrictions for the syndicated media content.

49. (Original) The method of claim 48, wherein the method further includes directing the Internet user to an appropriate Internet address for the appropriate media package source.

50. (Original) The method of claim 48, wherein the appropriate geographic group of advertisements based on the obtained localizing data includes appropriate geographic advertisements selected from the group consisting of regional retail advertisements, national retail advertisements, and regional informational advertisements.

51. (Previously Presented) A method comprising:

maintaining a database of syndicated content;

maintaining data representative of syndication rights for the syndicated content in syndication markets;

maintaining a database of advertisements;

receiving a request for syndicated media content from a requestor;

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obtaining requestor specific data;  
selecting advertisements from the database of advertisements based on the data  
representative of syndication rights and the requestor specific data; and  
combining selected advertisements and requested content for distribution to the requestor.

52. (Previously Presented) The method of 51, further comprising:  
distributing combined selected advertisements and requested content to the requestor.

53. (Previously Presented) The method of 51, wherein the requestor specific data includes  
data indicative of the requestor's geographic location.

54. (Previously Presented) The method of 51, wherein the advertisements selected are  
specified by a syndication entity.

55. (Previously Presented) The method of 54, wherein the syndication entity is an entity  
controlling distribution rights in a particular area.

56. (Currently Amended) A system comprising:  
a processor;  
a memory device coupled to the processor; and  
software means operable on the processor for:  
maintaining a database of syndicated content,  
maintaining data representative of ~~syndication~~ distribution rights for the  
syndicated content in syndication markets,  
maintaining a database of advertisements,

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receiving a request for syndicated media content from a requestor,  
obtaining requestor specific data,  
selecting advertisements from the database of advertisements based on the data  
representative of ~~syndication~~ distribution rights and the requestor specific data, and  
combining selected advertisements and requested content for distribution to the  
requestor.

57. (Currently Amended) The system of claim 56, wherein the software ~~means~~ is further operable on the processor for:

distributing combined selected advertisements and requested content to the requestor.

58. (Currently Amended) The system of claim 56, wherein the requestor specific data of the software ~~means~~ includes data indicative of the requestor's geographic location.

59. (Currently Amended) The system of 56, wherein the advertisements selected by the software ~~means~~ are specified by a syndication entity.

60. (Currently Amended) The system of 59, wherein the syndication entity of the software ~~means~~ is an entity controlling distribution rights in a particular area.

**EVIDENCE APPENDIX**

None.



AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.116

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**RELATED PROCEEDINGS APPENDIX**

None.